

Presentation

Presentation from the 2009 World Water Week in Stockholm
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WORLD
in Stockholm,
August 16–22, 2009 **WATER**
WEEK

Sanitation Promotion

What are the various promotional approaches we use?

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Sanitation and Hygiene

SANITATION



FOR ALL



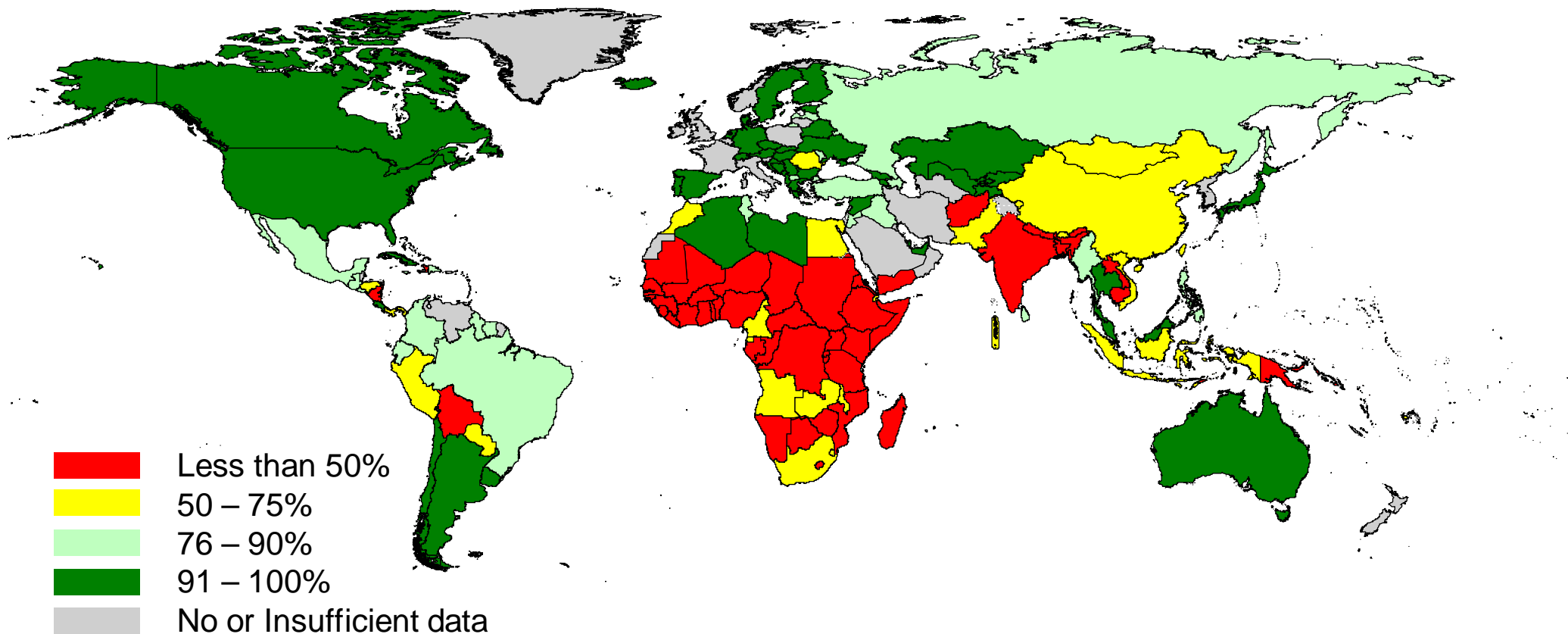
Water, sanitation and hygiene are important components of child survival and development

MDG 7 Target C:
To halve, by 2015, the proportion of people without sustainable access to safe drinking water and basic sanitation



The global picture: 2.5 people lack sanitation

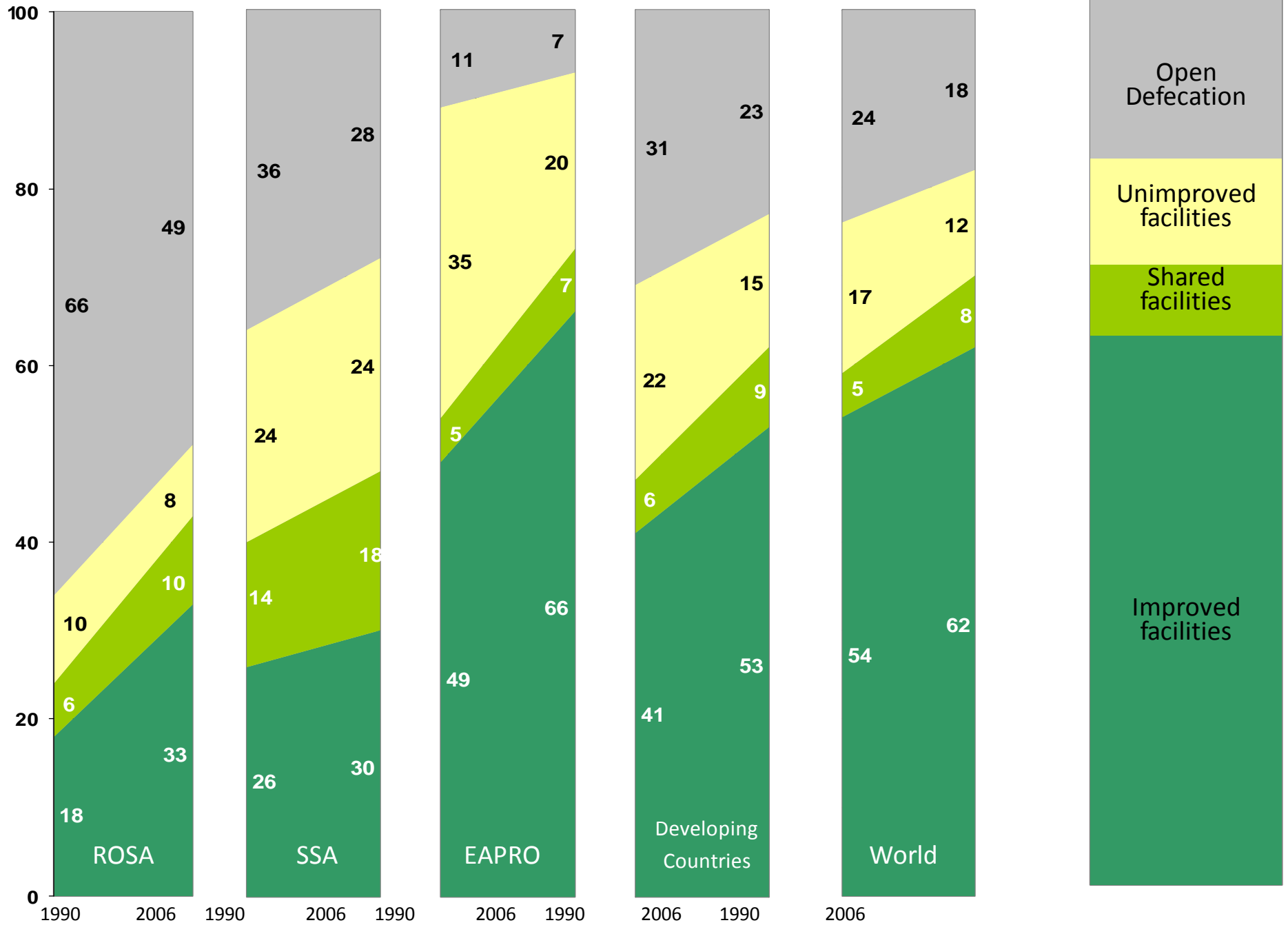
Total Sanitation Coverage 2006



Note: The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.

Sources: World Health Organization and United Nations Children's Fund Joint Monitoring Programme on Water Supply and Sanitation (JMP). *Progress on Drinking Water and Sanitation: special focus on sanitation*. UNICEF, New York, and WHO, Geneva, 2008.

Sanitation coverage trends 1990 - 2006



Sanitation is vital for human health (1)

Lack of sanitation is one of the biggest causes of illness and death in the developing world:

- One gram of faeces can contain 10 million viruses, one million bacteria, one thousand parasite cysts and 100 worm eggs.
- More than half the hospital beds in Sub-Saharan Africa are currently occupied by patients with preventable diarrhoeal disease; improving sanitation and hygiene would free up money and resources to tackle other health issues.

Sanitation is vital for human health (2)

Lack of sanitation is one of the biggest causes of illness and death in the developing world:

- Access to a toilet can reduce child diarrhoeal deaths by over 30 percent.
- Diarrhoea coupled with pneumonia kills more children than any other disease.
- Children infested by worms lose up to one-third of the nutrient value of their food.

Disease & disability

- 4 billion cases of diarrhoea each year
- 10% of the developing world suffer from intestinal worm infections
- 6 million people are blind from trachoma
- 200 million people in the world are infected with schistosomiasis

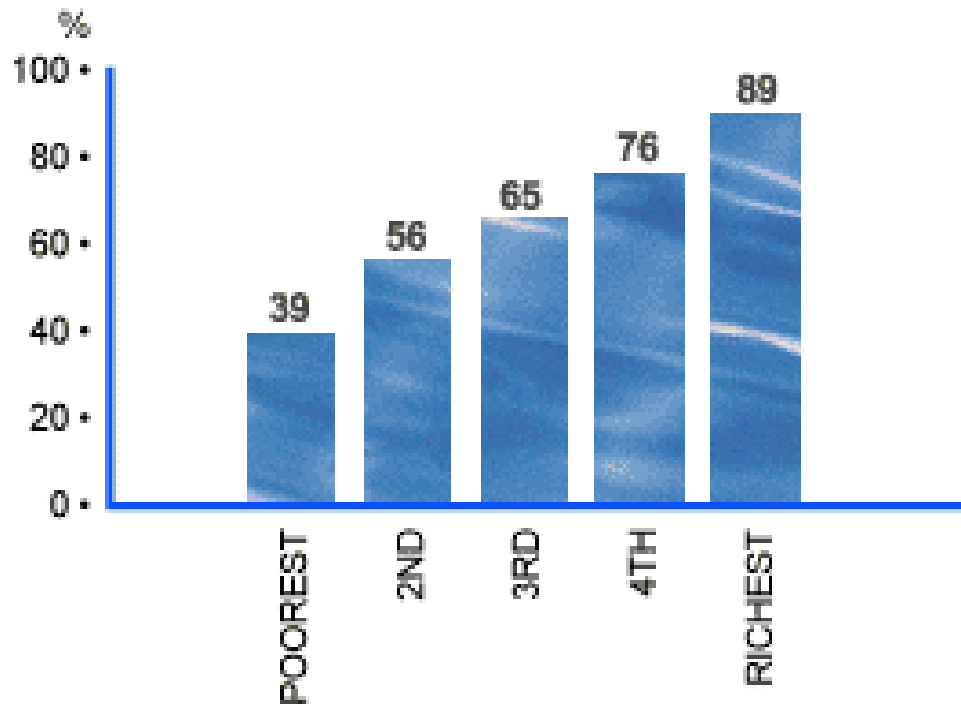
Sanitation generates economic benefits (1)

- Meeting the Millennium Development Goal for sanitation would cost about \$10 billion every year, but yield benefits upwards of nearly \$200 billion per year.
- Sanitation is among public health's most cost-effective policy interventions.
- Around 12 percent of the health budget in countries of Sub-Saharan African is currently spent treating preventable diarrhoeal diseases.

Disparities between rich and poor...

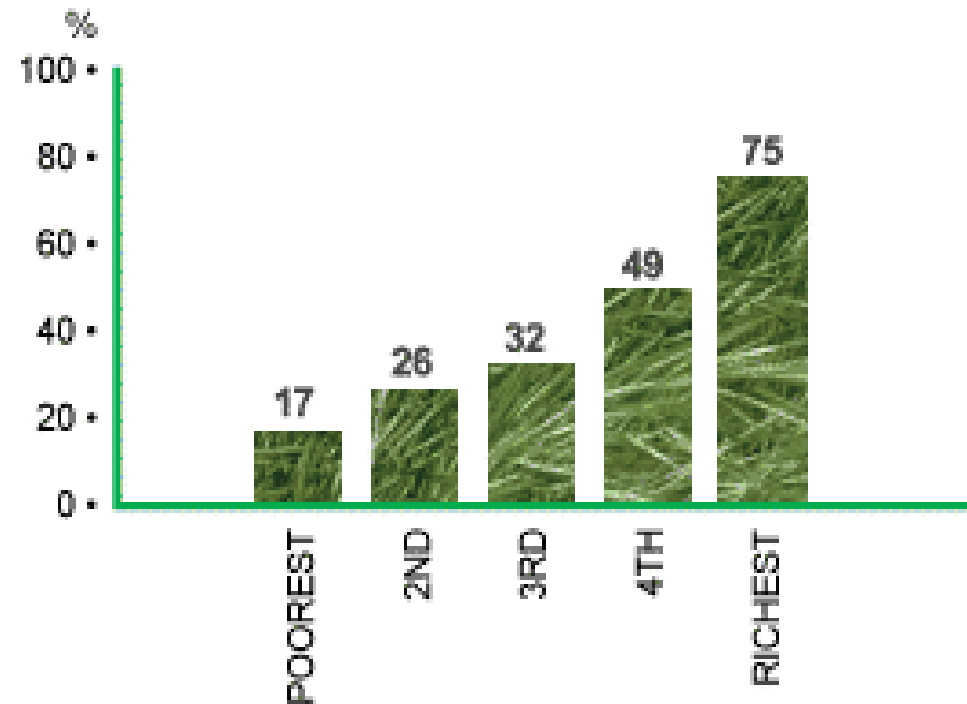
Richest are twice as likely to use drinking water from an improved source than the poorest

Improved drinking water coverage by wealth quintiles



Richest are four times more likely to use improved sanitation than the poorest

Improved sanitation coverage by wealth quintiles



Sanitation contributes to dignity and social development (1)

- Many of the 2.5 billion people without basic sanitation defecate in the open, exposing themselves to ridicule, shame, and, for women and girls, the risk of attack.
- Within thirty years, UN-Habitat estimates that one in three people in the world will live in a slum. Without adequate sanitation, they will live surrounded by human filth.
- Girls are nearly twice as likely as boys to fail to complete primary education. Improving sanitation with girls-friendly toilets at schools can help them catch up.

Sanitation protects the environment

Investments in sanitation protect vital natural resources, keep rivers and coastal seas clean, and reduce degradation of productive land and fisheries:

- Worldwide, every year more than 200 million tonnes of human waste and vast quantities of solid waste and wastewater remain untreated.
- In Southeast Asia 13 million tons of faeces are released to inland water sources each year, along with 122 million m³ of urine and 11 billion m³ of gray water.

Improving sanitation is achievable (1)

- Malaysia and Thailand achieved almost universal coverage through concerted programmes delivered over thirty years – well ahead of the Southeast Asian economic boom.
- The Southern region of Ethiopia has seen a quiet revolution led by health extensionists who have supported behaviour change and moved to eliminate open defecation.

Improving sanitation is achievable (2)

- Almost 10,000 villages in Bangladesh and countless others in more than 15 countries have become “open-defecation-free” through Total Sanitation approaches led by the community.

We've got what it takes – a global consensus

There is a surprisingly high level of consensus about what is needed:

- approaches that respect and respond to people's actual needs, preferences and demands;
- suppliers of sanitation and hygiene services to meet those demands;
- hard work and sustained funding over the long run;
- plain talk about sanitation;
- an inspiring vision of the future.

Seminar Objectives

The objective of this seminar is to present and discuss various sanitation promotion approaches such as Total Sanitation, Social Marketing, PHAST, CLTS, etc. and to highlight how they have been used in different settings, their strengths and weaknesses and how they can best be used to accelerate progress for sanitation improvements throughout the globe.

There is a wealth of experience on approaches and methods which need to be shared and reviewed in order to increase the global understanding of the main components required for successful sanitation promotion at all levels.

Seminar Objectives

Chair: Mr. Mahimbo Mdoe, UNICEF Representative CAR

Sanitation Promotion in HIP projects- lessons learned Merri Weinger USAID

Participatory approaches and social mobilization for sanitation promotion: lessons from Madagascar. Evariste Kouassi Kamlan UNICEF Madagascar

Community Led Total Sanitation: Lessons Learned - Peter Feldman Plan International

The Khartoum Declaration – a new era in Sudan

Community Approaches to Total Sanitation (CATS) an overview of UNICEF's Guidelines for sanitation promotion. Some experiences from: Zambia, Nepal, and Sierra Leone
Therese Dooley UNICEF